

ABSTRACT OF THE DISCLOSURE

A Customer Relationship Management (CRM) system includes a CRM Client, CRM Engine, and Relational Database Management System (RDBMS). The CRM Client, CRM Engine, and RDBMS integrate a suite of services that allow users to plan, manage, and
5 execute promotional or marketing campaigns, build customer segments, score customers, and analyze customer behavior, product purchases, and response to promotional campaigns. The services include an automated Analytic Data Set Creation service, which simplifies and automates the process of creating analytic data sets useful for modeling and analysis out of operational data stored in the relational database, and a Response Modeling service, which
10 automatically creates promotion response models to score individual customers based on that model in order to predict which customers are most likely to respond to a future promotional campaign.

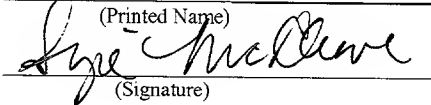
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